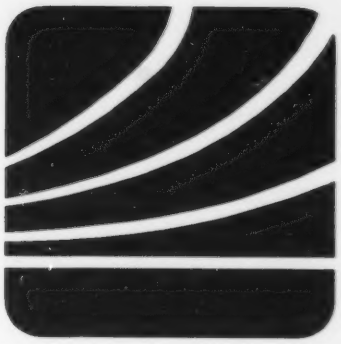


ALBERTA TOURISM EDUCATION COUNCIL

ANNUAL REPORT 1991

93-00680/

ALBERTA
TOURISM
EDUCATION
COUNCIL

1700 Standard Life Centre
10405 Jasper Avenue
Edmonton, Alberta
T5J 3N4
(403) 422-0781
FAX (403) 422-3430

The council works in cooperation with:

Alberta Chamber of Commerce

Alberta Culinary Arts Foundation

Alberta Hotel Association

Alberta Restaurant and Foodservices Association

Motel Association of Alberta

Tourism Industry Association of Alberta

Alberta Tourism

Alberta Career Development and Employment

Alberta Advanced Education

Council of Presidents (Colleges and Technical Institutes)

Alberta Vocational Centres

Universities Coordinating Council

Hon. Don Sparrow
Minister of Tourism
424 Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Mr. Sparrow:

I am pleased to submit the annual report on the activities of the Alberta Tourism Education Council (ATEC) from April 1, 1990 to March 31, 1991, as required under section 7.1 of the Tourism Education Council Act of May 27, 1988.

Sincerely,

Brian Evans

Brian Evans
Q.C., MLA Banff Cochrane
Chairman, Alberta Tourism Education Council

Alberta
MINISTER OF TOURISM

Office of the Minister

424 Legislature Building, Edmonton, Alberta, Canada T5K 2B6 403/427-3162

Hon. David J. Carter
Speaker of the Legislative Assembly of Alberta
325 Legislature Building
Edmonton, Alberta
T5K 2B6

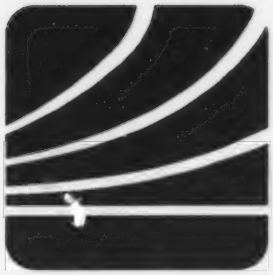
Dear Dr. Carter:

I am pleased to submit the annual report on the activities of the Alberta Tourism Education Council (ATEC) for the period ending March 31, 1991 as required under section 7.1 of the Tourism Education Council Act.

Sincerely yours,

D. H. Sparrow

Don Sparrow
Minister of Tourism



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CHAIRMAN'S MESSAGE

It is my pleasure to review the activities of the Alberta Tourism Education Council (ATEC) for the period April 1, 1990 to March 31, 1991.

With the support and co-operation of our partners, ATEC introduced several key initiatives during this fiscal year. For example, certification for the occupation of Food and Beverage Server was introduced in June, 1990. In subsequent months, certification was also opened for several additional tourism occupations. Now, for the first time, individuals working in tourism may receive official recognition for their skills and strengthen their career development potential. We were also able to significantly expand the number of tourism occupations for which competency-based standards are available.

In co-operation with the Tourism Industry Association of Alberta (TIAALTA), we continued the development of a province-wide program of career awareness. The enthusiastic response to the draft materials demonstrates a growing interest among high school students to more fully explore the challenging and rewarding careers available in the tourism/hospitality industry. We look forward to introducing this program to high school students across Alberta in September, 1991.

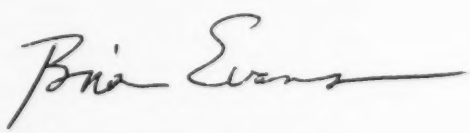
Another positive sign was the willingness demonstrated by educators and trainers to accept and use the ATEC-endorsed standards where applicable, development of new tourism programs, and enhancement of existing course offerings. This is a vital link in the Council's efforts to expand the accessibility and availability of tourism-related training.

This fiscal year also witnessed a significant increase in use of the audio-visual training materials offered through the Hospitality Resource Centre (HRC). Council is responding to the increased demand by ensuring the ongoing upgrading and expansion of the HRC's inventory of training materials.

I would like to thank the members of Council, committee members and all our partners for their ongoing dedication and enthusiasm for the work of the Council.

On behalf of Council, I would like to express our gratitude to the Honourable Don Sparrow. His commitment and leadership have been major factors in the progress we have made to date.

I look forward to continuing the Council's efforts to respond to the identified education and training needs of Alberta's tourism/ hospitality industry in an effective and responsible manner.



Brian Evans
Chairman
Alberta Tourism Education Council
MLA, Banff Cochrane

INTRODUCTION

The Alberta Tourism Education Council was established in April, 1987, with the assistance of Alberta Tourism, the tourism/hospitality industry and the post-secondary education community.

The role of the Council is to stimulate and co-ordinate the resources of government, industry and education to respond to the education and training needs of Alberta's tourism/hospitality industry in a co-ordinated and comprehensive manner.

In its ongoing efforts to address the education and training needs of Alberta, the Council has established the following three priority areas:

1. Standards and Certification

- To priorize those occupations for which competency-based standards are to be developed and to work with industry to develop and validate those standards.
- To design and test a process of certification for these occupations and to implement certification in a cost-effective manner.
- To communicate and co-operate with appropriate agencies in other provinces, territories and countries.

2. Program Development, Revision and Enhancement

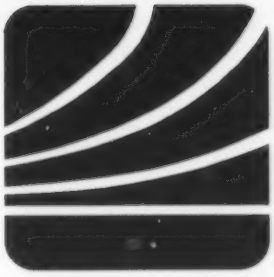
- To co-ordinate and stimulate development of new industry-relevant education and training programs for Alberta's tourism/hospitality industry that are linked to ATEC-endorsed standards and certification.
- To co-ordinate and stimulate revision and enhancement of existing programs.
- To encourage and facilitate co-operation and communication between training agencies in both the public and private sectors.

3. Professionalism and Industry Image

- To promote a positive and professional image of Alberta's tourism/hospitality industry through the development of career awareness programs and other information resources focusing on the wide range of tourism-related opportunities.

Funding to assist with the operations, administration and program costs is provided through Alberta Tourism. This funding is made available on the understanding that, over a period of years, the private sector would assume primary responsibility for the financial operations of ATEC.

Therefore, Bill 7 - The Tourism Education Council Act, 1988, a key component of Council's enabling legislation, was enacted to establish the Tourism Education Fund. This fund provides the mechanism through which the Council may solicit and receive donations. As a result, Council programs such as standards and certification are increasingly being operated on a cost-recovery basis. Establishment of the Tourism Education Fund has been an important step in the efforts of ATEC to establish a permanent long-term financial strategy.



COUNCIL ACTIVITIES AND ACCOMPLISHMENTS

Standards and Certification

The development of standards and certification is an initiative on which the Council continues to focus its efforts. Competency-based standards are being developed for a broad range of tourism occupations. These standards identify the skills, knowledge and attitudes that individuals must demonstrate to receive official recognition as competent service professionals in their respective occupations. The standards are designed by ATEC work teams who draw upon the expertise of industry professionals and educators within the occupation.

During this period, the expertise of ATEC in the development of standards continued to gain recognition. As a result, the services of the ATEC Development Team have been retained on a contractual basis by the Saskatchewan Department of Economic Development and Tourism. This arrangement produced standards for the occupations of Events Coordinator, Catering Functions Supervisor, Catering Functions Manager and Kitchen Helper. Working on a contractual basis for the Pacific Rim Institute of Tourism, the ATEC Development Team produced standards for the occupation of Supervisor, Lift Operations for the ski industry.

The next step involves co-ordinating the Alberta industry validation of these standards. For example, ATEC co-ordinated Alberta industry validation of standards for the occupation of Room Attendant which were developed by Hospitality Newfoundland and Labrador.

As a follow-up to the standards development, ATEC introduced certification for tourism occupations, another important milestone for the industry of Alberta. The first occupation opened for certification was Food and Beverage Server, which was introduced in June, 1990. In subsequent months, certification was introduced for the occupations of Bartender, Maitre d', Host/ Hostess, Sales Manager, and Director of Sales and Marketing.

In 1990, the ministers responsible for tourism in Manitoba, Saskatchewan, Alberta, and British Columbia signed the Western Provinces Memorandum of Understanding on Tourism Industry Standards and Certification (MOU). The purpose of the MOU was to provide a means for achieving inter-provincial co-operation and co-ordination in the development of standards and certification for the tourism industry and in the implementation of other initiatives aimed at stimulating the growth and development of the tourism labour force in Western Canada.An MOU committee was established, and representatives of the four western provinces began to explore viable means of achieving inter-provincial co-operation in the development of standards and certification for the tourism industry.

ATEC also continued to work with members of the Tourism Industry Standards and Certification committee to strengthen important links with other provincial, territorial, public, and private sector agencies involved in tourism education and training. This ongoing liaison resulted in the standards for the occupation of Food and Beverage Server being validated at the national level.

Program Development, Revision and Enhancement

Another important area of involvement for the Council is working with the education community to stimulate the development of new courses and the revision and enhancement of existing courses linked to ATEC-endorsed standards and certification.

Through a consultative process, the Council works with its educational partners to ensure that the content of any new or existing programs is geared to meet the identified training needs of the industry.

Working closely with officials of the Canada/Alberta Tourism Agreement, ATEC co-ordinated industry input for the design of occupational standards being developed by training sources who received funding through Program Four – Training and Professional Development.

Tourism Curriculum Project

As a follow-up to the release of the document, "Meeting the Needs: Tourism in Secondary Schools," by Alberta Education, ATEC co-ordinated a significant level of industry input in the preparation of the draft curriculum by the department.

This draft curriculum was designed for a preliminary field test of tourism studies modules in several Alberta High schools. The draft curriculum is also intended to provide students with an enhanced awareness of the importance of tourism and the wide range of career opportunities available at all levels in the industry.

The Tourism Studies draft curriculum is designed using the Curriculum Integration Model for Career and Technology Studies. In as realistic an environment as possible, students will learn tourism knowledge, skills, and attitudes in the contest of self, society and the workplace.

Hospitality Resource Centre

The Hospitality Resource Centre (HRC) is an extensive library of audiovisual materials available to assist industry operators with in-house training programs. Formerly held by Alberta Tourism, responsibility for the HRC was transferred to ATEC in January of 1988.

Materials include training packages, career profiles and over 130 video-cassette titles (some available in 16 mm format), complete with leader guides, study guides and lesson plans. In the past year, the HRC has expanded its library to accommodate growing industry demand.

The materials available through the HRC are reviewed and chosen by a 12-member industry-based Selection Committee

Career Awareness

In co-operation with the Tourism Industry Association of Alberta (TIAALTA), ATEC has developed a province-wide program of career awareness. The prime objective of this program is to provide students at the secondary level with information on the range of employment and career development opportunities offered in the tourism/hospitality industry.

Toward this goal, input has been sought from a wide range of sources including industry, students,

counsellors, Alberta Tourism, Alberta Career and Development and Alberta Education. Based on this input, the Council has conducted research and has developed materials for the career awareness program.

With the direction of the Career Awareness Committee, ATEC conducted preliminary interviews in high schools around Alberta to help create effective and appropriate presentation materials. R.N. Christie Communication Consultants was retained in the production of these materials. Field testing of the produced materials will take place in several Alberta high schools in June of 1991.

The materials to be field tested include a brief video, a speaker's kit, an information brochure and an extensive resource information kit to be placed with the schools' career counsellors. The delivery model involves community and industry-based speakers conducting presentations in high schools across Alberta. The Council looks forward to introducing career awareness to the school system in September of 1991.

Industry Liaison

1. Representatives of the Alberta Tourism Education Council attend numerous educational, industry and government seminars, meetings and conferences where they conduct presentations on Council activities. Council has presented at events across the province, as well as at national and international meetings. In the past year, presentations have been made at the following conferences: The Alberta Hotel Association Conference, the Tourism Industry Association of Alberta Conference, the Motel Association of Alberta Conference, the Alberta Restaurant and Foodservices Association Conference, the Council on Hotel Restaurant and Institutional Education, and the Travel and Tourism Research Institute.

2. To stimulate ongoing communication between the Council and the tourism/hospitality industry, the Council maintained regular publication of its quarterly newsletter.

   Distributed to over 2000 tourism industry owners and operators in Alberta, as well as educators and people in the tourism/hospitality industry across Canada, "The Newsletter" provides readers with updates of ATEC programs and projects and highlights Alberta's tourism/hospitality industry successes in the field of education, training and certification.

3. In addition to the "The Newsletter", the Council produces a brochure describing the mandates, initiatives and activities of the Council. Updated regularly, the brochure helps to foster communication between the Council and the tourism community.

ALBERTA BEST

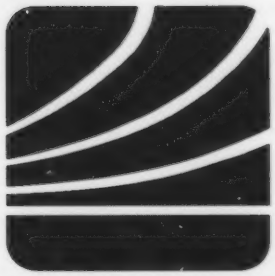
In another key initiative, the Council, in conjunction with Alberta Tourism, introduced the **ALBERTA BEST** program in October, 1990. This province-wide program aims at increasing public awareness of the key role that tourism plays in the Alberta economy and the importance of providing quality tourism services to every visitor. The program had been previewed at many conferences and by an industry advisory committee before it was launched in the fall of 1990.

The two components of **ALBERTA BEST** — training and public awareness — are designed to provide training in service excellence and hospitality for staff and owners/managers in the tourism industry, as well as to help every Albertan understand the important benefits of providing visitors with hospitality and service excellence.

ALBERTA BEST training is delivered at the community level or in the industry through corporate host organizations. Over 30 community-based trainers have been hired on a contract basis to deliver seminars in or around their communities. To date, over 700 tourism professionals in Alberta have earned the right to wear the distinctive silver- or gold-edged **ALBERTA BEST** pins which indicate successful completion of the program.

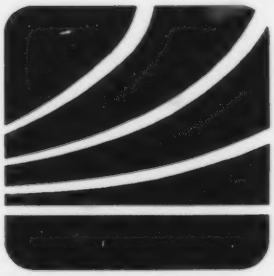
Since the fall of 1990, **ALBERTA BEST** staff training has offered two seminars. The first, a one-day seminar for industry employees, is a re-discovery of the impact they actually have on both their customers and the businesses for which they work. The second seminar provides a two-day experience for owners and managers in which the elements that help to make service-based businesses successful are reviewed. These elements include how to recruit, interview and hire people who want to serve others; how to capture these service attitudes and skills in the form of service standards; and how to make these service standards the basis for job descriptions, training and evaluation.

The role of the Council is to chair the Industry Advisory Committee for the program. Through this committee, the Council is able to co-ordinate the input of the tourism/hospitality industry in all aspects of the program.



APPENDIX

MEMBERS AND STAFF



APPENDIX

MEMBERS AND STAFF

A) Industry Representatives

Malcolm Anderson
General Manager
Chateau Jasper
Representing:
Tourism/Hospitality Industry

Tom Gallagher
President
Mylinott Foodservices
Representing:
Alberta Restaurant and Foodservices Association

Don Gray
Vice-President
Human Resources - Tourism
Industry Association of Alberta
Representing:
Tourism Industry Association of Alberta

Maurice O'Flynn
Executive Director
Alberta Culinary Arts Foundation
Representing:
Alberta Culinary Arts Foundation

Martin Salloum
Executive Director
Alberta Chamber of Commerce, Edmonton
Representing:
Alberta Chamber of Commerce

Keith Bryant
General Manager
Hospitality Inn, Calgary
Representing:
Alberta Hotel Association

Connie Hunter
Partner, St.Louis Akins and Company, Calgary
Representing:
Motel Association of Alberta

Mike Miller
General Manager
Human Resources, Time Air
Representing:
Tourism/Hospitality Industry

Catherine diMaggio
Sales and Marketing Director
Calgary
Representing:
Tourism/Hospitality Industry

Fred Ammann
General Manager
Medicine Hat
Representing:
Tourism/Hospitality Industry

B) Education Representatives

Dr. Glenn Ingalls
Vice President
Alberta Vocational Centre, Calgary
Representing:
Alberta Vocational Centres

Gerry Kelly
Vice President
Grant MacEwan Community College, Edmonton
Representing:
Council of Presidents - Colleges and Technical Institutes

Eloise Murray
Dean, Faculty of Home Economics
University of Alberta
Representing:
Universities Co-ordinating Council

C) Government Representatives

Bernard Campbell
Deputy Minister
Alberta Tourism, Edmonton
Representing:
Alberta Tourism

Bill Workman
Assistant Deputy Minister
Alberta Advanced Education, Edmonton
Representing:
Alberta Advanced Education

Dr. Earl Mansfield
Assistant Deputy Minister
Training and Employment Services
Career Development and Employment, Edmonton
Representing:
Alberta Career Development and Employment

D) Council Staff

Susan R. Dowler
Executive Director

Rick Baker
Programs Manager

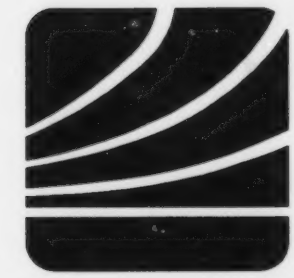
Graham McRae
Manager - Standards and Certification

Sharon Dawson
Office Manager

Darlene Watson
Secretary

Christine Bulda
Career Development Assistant

Pat Lipovski
Research Assistant



TOURISM EDUCATION FUND

FINANCIAL STATEMENTS

March 31, 1991

ALBERTA LEGISLATURE

OFFICE OF THE AUDITOR GENERAL

Auditor's Report

To the Minister of Tourism

I have audited the balance sheet of the Tourism Education Fund as at March 31, 1991 and the statement of revenue, expenditure and operating surplus for the year then ended. These financial statements are the responsibility of the Fund's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Fund as at March 31, 1991 and the results of its operations and the changes in its financial position for the year then ended in accordance with the disclosed basis of accounting as described in Note 2 to the financial statements.

Donald D. Salmon

FCA
Auditor General

Edmonton, Alberta
August 21, 1991

Tourism Education Fund
Balance Sheet
as at March 31, 1991

	1991	1990
Assets		
Current:		
Cash (Note 3)	$ 56,565	$ 47,038
Interest receivable	1,130	1,371
Accounts receivable	61	85,000
Inventory	47,095	—
	$ 104,851	$ 133,409
Capital:		
Audio visual tapes	53,086	49,157
Less: Accumulated amortization	27,268	18,517
	25,818	30,640
	$ 130,669	$ 164,049
Liabilities and Equity		
Current:		
Accounts payable	$ 30,541	$ —
Equity:		
Equity in capital assets (Note 4)	25,818	30,640
Operating surplus	74,310	133,409
	100,128	164,049
	$ 130,669	$ 164,049

The accompanying notes are part of these financial statements.

Tourism Education Fund
Statement of Revenue, Expenditure and Operating Surplus

for the year ended March 31, 1991

	1991	1990
Revenue		
Fees for standards development	$ 111,500	$ 85,000
Contributions from the Province of Alberta	39,839	—
Certification Fees	18,069	—
Interest	11,867	4,247
Membership fees	10,877	7,425
Contributions from industry (Note 5)	10,690	23,553
Sale of standards	6,185	—
Miscellaneous	254	690
	209,281	120,915
Expenditure		
Contracted services	256,503	—
Materials and supplies	3,975	896
Freight and postage	3,973	—
Acquisitions of capital assets	3,929	3,154
	268,380	4,050
(Deficiency) excess of revenue over expenditure for the year	(59,099)	116,865
Operating surplus at beginning of year	133,409	16,544
Operating surplus at end of year	$ 74,310	$ 133,409

Tourism Education Fund
Notes to the Financial Statements
March 31, 1991

Note 1 Authority

The Tourism Education Fund operates under the authority of section 5 of the Tourism Education Council Act, Chapter T-6.3, Statutes of Alberta 1988. Sections 5(1) (b) and (c) of the Act give the Tourism Education Council authority to charge for certain services and to receive donations. The Act requires that these revenues be deposited into the Tourism Education Fund. Under section 5(4) the Minister of Tourism may pay monies from the Fund to defray the costs of the Council.

Until July 5, 1990, Section 5(1) (a) of the Act required monies voted by the Legislature for the purposes of the Council to be deposited into the Fund. On that date, the Act was amended to require only those monies that are voted for the purposes of the Fund to be deposited into the Fund. These financial statements do not reflect any amounts voted for the purposes of the Council except as stated in Note 2, and no amounts have been voted for the purposes of the Fund.

Note 2 Significant Accounting Policies and Reporting Practices

General
These financial statements have been prepared in accordance with generally accepted accounting principles except that purchases of capital assets are charged to operations in the year of acquisition. Notwithstanding this policy, the balance sheet shows, for information purposes, the cumulative cost of capital assets with a corresponding credit shown as equity in capital assets, net of accumulated amortization.

Capital Assets
Capital assets purchased are recorded at cost. Capital assets contributed are recorded at the contributors' net book value at the dates of contribution and are reflected in the statement of revenue, expenditure and operating surplus as contributions from industry and as acquisitions of capital assets.

Audio visual tapes have an estimated useful life of eight years. Amortization is calculated at 35% in the first year and on a straight-line basis over the remaining seven years. Amortization is charged to equity in capital assets.

Note 2 (continued)

Inventory
Inventory is valued at cost.

Administration Costs
Salaries, accommodation, office furnishings and certain other administrative costs incurred in the administration of the Alberta Tourism Education Council are borne by the General Revenue Fund and are not reflected in these financial statements. Payments made by the General Revenue Fund for inventory have been shown as contributions from the Province of Alberta.

Changes in Financial Position
A statement of changes in financial position is not provided as disclosure in these financial statements is considered to be adequate.

Note 3 Cash

Cash consists of deposits in the Consolidated Cash Investment Trust Fund of the Province of Alberta. Interest is earned on the daily cash balance at the average rate of interest earned by the Trust Fund.

Note 4 Equity in Capital Assets

	1991	1990
Balance at beginning of year	$ 30,640	$ 40,758
Add: Acquisition of capital assets:	3,929	3,154
	34,569	43,912
Less: Amortization for the year	8,751	13,272
	$ 25,818	$ 30,640

Note 5 Contributions from Industry

Contributions from the tourism and hospitality industry represent donations to support the activities of the Alberta Tourism Education Council.

Note 6 Comparative Figures

The 1990 figures have been reclassified where necessary to conform to 1991 presentation.

Note 7 Approval of Financial Statements

These financial statements were approved by management.